LEO BURNETT U.S.A.
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Merit Switch On!

Low tar MERIT attracts increasing number of former high tar smokers.

Not too long ago, most smokers believed that low tar cigarettes simply didn't taste very good.

Then along came MERIT packed with 'Enriched Flavor',™ tobacco. And the "low tar, low taste" theory was exploded.

No other new cigarette in the last 20 years has attracted so many smokers as quickly as MERIT!

And it's convinced some of the hardest-to-please critics of low tar smoking: high tar smokers. In fact, over 70% of MERIT smokers are coming directly from high tar brands!

It's clear: MERIT taste *is* changing attitudes towards low tar smoking.

MERIT
Kings & 100's

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.6 mg nicotine—100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '76

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